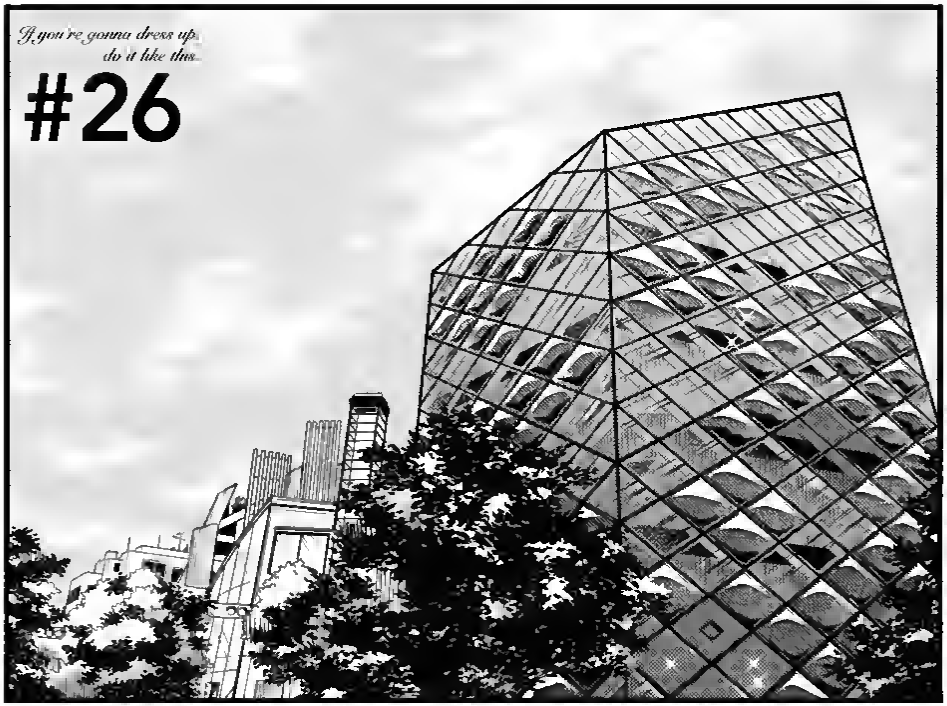
#26



COS
Ah.
Kei-kun,
there's a piece you said you wanted to check out over here.
RUN

This is it, right?
Y... Yeah...
Pro-ba-bly...
.....
Ah
Yeah...
Eh!?
Wanna try it on?
?

Uwaaaah
LAUGH
LAUGH
Oh.
You seem to be having fun, Kei-kun.
Wah
Ca... Can I take a picture?
Kyaa
Onii-chan, take out your smart-phone!
Of course! You have to!
O... Yeah.

Well, coming to a real store sure is nerve-racking.
I still get onxious too.
!
Of course I still feel that way too...
You didn't seem all that nervous even when we were looking for the clothes you wanted.
Honestly, I thought you weren't feeling very well.
But
Actu-ally
Uhm...
The impres-sion I got from seeing these clothes in per-son...
Is completely different from the one I got when I was looking at them online,
so I didn't really know what to do...
Ah~
I get that too.
Yeah
Yeah
There will be differences between pic-tures and the real product, no matter what.

There are plenty of clothes that you have to actually have in hand to tell if it's a good product.
the opposite can be true as well.
However,
Ooh... I get it now...
clothing is all about the actual product and how well you can coordinate it.
Really, rather than any theory or preconception,
I'm sorry, Tamaki-chan
Can you please teach me about clothes in more detail...
CHEW
CHOMP
.....
.....

Then I would like to re-confirm something first.
Do you have any specific goals in mind?
What do you want to do with the clothes that you came here to buy?
Oh
No no no! Maybe casual stuff! Going to college stuff...
Is that so? So not for going to an event or something like that, right?
So something a bit basic that can be easily mixed and matched?
Y...Yes, that's it!

Scream
I couldn't even save a penny back when I was still in school.
You made 100,000 in half a year doing part-time!?
That's amazing, Kei!
You still can't save up anything, onii-chan!
whisper whisper
By the way, what's your budget?
A... About 100,000 yen...
But with that kind of budget, he can surely buy brand name clothes.
Yeah... But nowhere near enough for mixing and matching...
Rather than 1 piece of clothing that is very hard to mix and match, how about many pieces that are easy to mix and match?
A small repertoire of clothes
or
The same jacket every day
It depends on the situation too, but isn't wearing a different outfit every day much more fashionable than wearing the same one?
Especially if you're wearing it to school.
That's probably true...

Eh!?
Hold on,
I don't get it...
In short,
some-thing from UNIQLO or GU is okay too.
Looks like he saw him-self in you, Kei-kun...
Eh...
What ...?
Ufuufu...
Smile
TAP
But just take a look around.
It's better if you see for your-self.
Let's go and take a look right now!
There are plenty of people carrying UNIQLO bags around this part of town, right?
You're right...

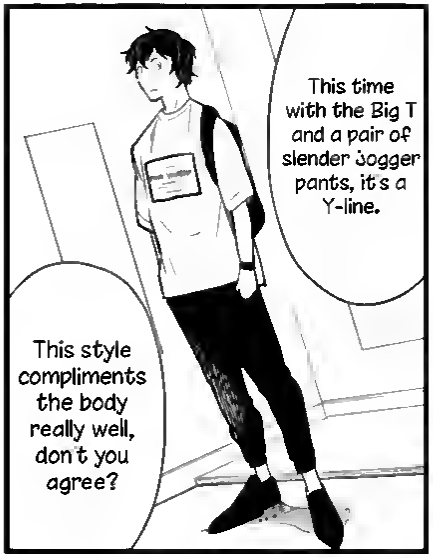
GU
FIND YOURSELF
Ooh~~!

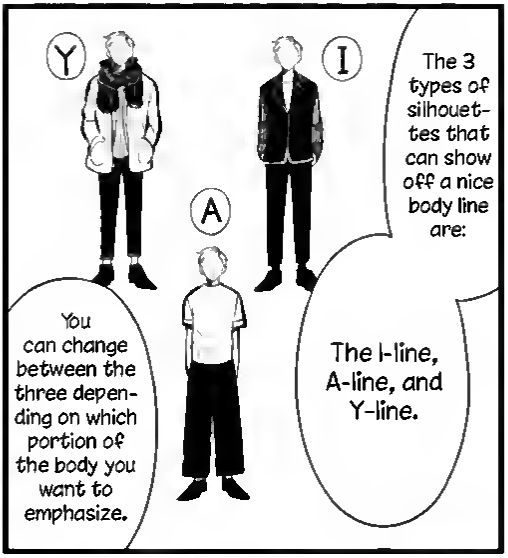
Gob smashin'
That looks great, Kei!
Yeah, it's great!
What do you think, Kei-kun?
Uhmm ...
That means they're really good...
Ah! That dialect is from around Nigata, isn't it.
!
...?
Ah
So even someone like me
can also look this good...
I usually only see clothes this good looking in "WEAR".
They look super casual,
but are still stylish.

990 yen!?
FIND YOURSELF
For the top, we picked GU's Big T, priced at 990 yen.
For this piece of coordination,
For women!?
It's for women by the way.
And for the bottom, UNIQLO's Jogger pants, 2990 yen.
Of course a man will feel reluctant to wear this stuff, right!?
fidget fidget
I get what you're feeling!
Eh? Is it okay for me to wear women's clothes ...?
This is... kinda...

The trend right now is to wear something that's in a "big size" and has a "relaxed silhouette",
so there are a lot of women's clothes that can be worn by men too.
The cuffs are narrow, which gives it a more tight-fit feel,
while the waist is still loose and relaxed, right?
Yeah.
And then, for shoes,
UNIQLO Lemaire's canvas slip on, 2990 yen.
They're back on sale!
These are super popular, you know? They'll be sold out right away!
I should buy a pair of each for black and white!
Kyaa
Kyaa
Ooh~
You don't have to buy spares for something like that.

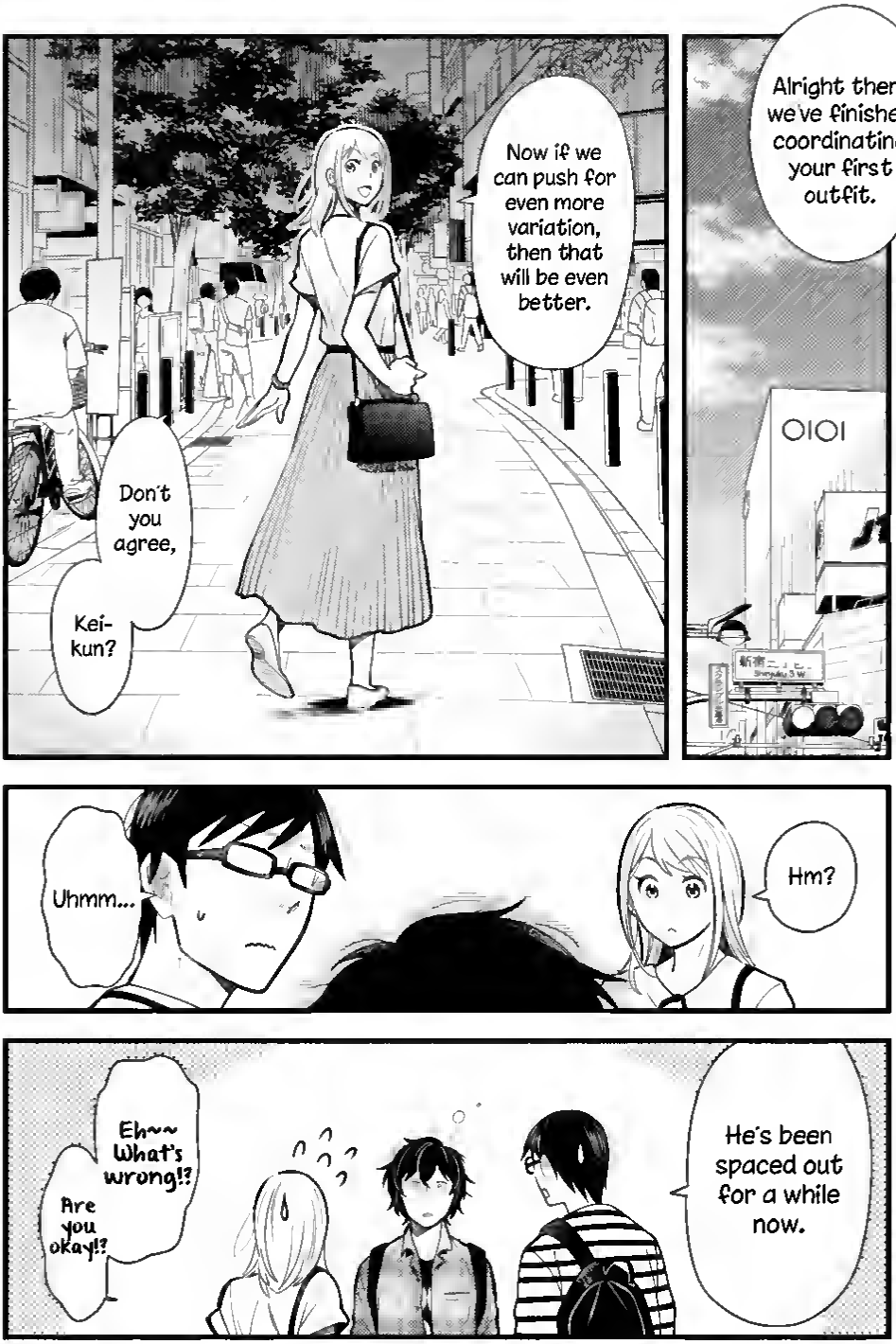
Coor-dination is ama-zing...
This is great...
So all of this is under 10,000 yen?
Ama-zing...
How strange ...
It's like magic...
If we look at these separately, every piece is just an ordinary piece of clothing that you can buy anywhere.
But when we wear them toge-ther, they turn out to be pretty fashionable, right?
That is because we coordinated based on the silhouette.


This time with the Big T and a pair of slender jogger pants, it's a Y-line.
This style compliments the body really well, don't you agree?


Y
I
A
The 3 types of silhouettes that can show off a nice body line are:
The I-line, A-line, and Y-line.
You can change between the three depending on which portion of the body you want to emphasize.

Ye...
No...
Is there anything else you don't understand?

What makes a person look good
is not the price tag on their clothes, you know.


Now if we can push for even more variation, then that will be even better.
Don't you agree, Kei-kun?
Alright then, we've finished coordinating your first outfit.
Hm?
Uhmm...
He's been spaced out for a while now.
Eh~~ What's wrong!?
Are you okay!?

#26 END

MB's Note #26

The difference between UNIQLO and GU

If we look at these separately, every piece is just an ordinary piece of clothing that you can buy anywhere.
But when we wear them together, they turn out to be pretty fashionable, right?

UNIQLO took the world by storm with their "High quality, low price" business model. But the same can't be said for GU. For the longest time, GU had unsuccessfully tried to shake off their image as a bargain bin, "you get what you paid for" brand. However, this has changed in recent years thanks to women's gaucho style pants.

Yes, that's right. The gaucho style pants that made waves among women were not from either UNIQLO or MUJI, but were researched and developed by GU! Maybe it's because of increased funding in product development or a change in company structure, but whatever the cause, you can feel a big difference in quality between the GU of the past and the GU now. In recent years, they've been releasing high quality, super cheap, but still trend-like products that have been elevating their image. You can even hear women say "I prefer GU over UNIQLO."

But that's not all. Even GU's men's wear, which has never enjoyed the same level of success as their women's, has started to gradually see some change. Starting from the 2016 spring summer season, GU incorporated "cheap but authentic and fashionable" clothing into their line up. With their 2,000 yen leather shoes and 1,000 yen clutch bags, GU has even tapped into areas that even UNIQLO hasn't expanded into.

The big size T that Kei bought this chapter is my favorite item this summer. The material is very sexy, and the shirt's large size hides your body shape very well. Even though a big printed shirt can easily make you look childish, this shirt's simple design and black print hold everything together well enough that even adults can wear it and still leave a good impression.

I too have dismissed GU before as a low quality brand, but their recent success is not something that you can make light of. It'll be such a waste if you didn't give them a chance just because of their past image.

You can see any random person on the street dressing fashionably.
That is Aoyama.

/a/nonymous presents:

Fuku wo Kiru nara Kon na Fuu ni (If You're Gonna Dress Up, Do It Like This)

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